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TRANSLATING ENGLISH HEADLINES INTO UKRAINIAN: HUMAN NEEDS PERSPECTIVE

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Introduction. One of the key issues of modern translation studies is the comprehension of media discourse in general and the interpretation of Internet news and their headlines in particular. The appeal to the rhetoric of translating headlines is propelled by their implicit influence on the readership [2] via interaction of four rhetorical canons: *invention* (topic choice) *disposition* (content distribution), *elocution* (content verbalization) and *performance* (message sharing) [1, p. 25-26]. **Aim** of the paper consists in determining the role of human needs in selecting English news texts and their headlines for translating into Ukrainian. **Material and methods.** The material entails this year's English headlines from BBC News site (<https://www.bbc.com/news>) and their translations into Ukrainian on BBC News Ukraine (<https://www.bbc.com/ukrainian>). The research method entails *rhetorical* analysis with a special attention to invention.

Results and discussion. News topics selected for translation at invention stage correlate with human needs: *physiological*, necessary for survival; *safety*, related to protection; *belongingness*, i.e. affiliation to social groups; *reputation*, connected with the recognition of achievements by society; *self-actualization*, linked to humans' desire for self-fulfillment [3]. The analysis of BBC News Ukraine's headlines about this year's events reveals that they can be divided into two groups: *straight*, appealing to human needs, and *combined*, evoking human needs via logos.

The so-called **straight headlines** appeal to two or three needs simultaneously.

The headlines evoking two needs combine reputation with either self-actualization or threat both in the original and in the translation, cf. *Microsoft unveils Windows 11 operating system* (25 June 21) – *Microsoft представила Windows 11: головні новачії* (25 June 21). Both in the original and in the translation self-actualization is rendered by English names of companies *Microsoft* and *Apple*.

In the headlines, the reputation need is evoked by the foregrounded ergonym *Microsoft* denoting a tech corporation. The translation highlights the self-actualization need by means of the verb *представила* and OS name *Windows 11* as well as intensifies this need by emphatic word-combination *головні новачії* nudging Ukrainian readers to discover details from the text. In the original, the self-actualization need is represented by the phrase *unveils operating system* and by cutting-edge OS name *Windows 11* which immediate installment permits global users to become part of technologic advance.

Reputation and safety needs of the original and the translation are represented by the following pair of headlines, cf. *Apple charged over 'anti-competitive' app policies* (30 Apr 21) — *Apple звинуватили у порушенні конкуренції. Чи програють споживачі?* (30 Apr 21). The Ukrainian translation and the original share the same order of needs. Firstly, both names evoke the reputation need by the ergonym of global tech behemoth *Apple* depicted as a barbarism in the translation to simplify the readers' recognition of entities world-known by their English-speaking names. In both headlines the loss of safety is evoked by the predicative groups *звинуватили у порушенні конкуренції* – *charged over 'anti-competitive' app policies*. However, the translation intensifies the Ukrainians' safety need by the interrogative question *Чи програють споживачі?* It underscores safety loss as the owners of Apple devices are likely to suffer from the company's law violations.

The translated headlines appealing to three needs (belongingness, reputation and physiological) may be based on two in the original (reputation and physiological) in case of a world-famous person, cf. *'Father of tiramisu' Ado Campeol dies aged 93* (01 Nov 21) – *В Італії помер "батько тирамісу"* (01 Nov 21).

The compared headlines activate needs variously. Firstly, the Ukrainian variant adds and foregrounds the toponymic group *в Італії* locating the event in Italy appealing to the belongingness need. Secondly, the predicate *помер* in the translation refers to the physiological need unlike the original where this very need is evoked at the end by the phrase *dies aged 93*. Thirdly, the construction *"батько тирамісу"* appeals to the reputation instead of the address name *'Father of tiramisu' Ado Campeol* in the original since the man seems little known to Ukrainian readership.

Combined headlines foreground grammatical means appealing to logos concerning the readers' mental activity which is followed by evoke to human needs. In the following pair of headlines, the noun phrase *the reasons* from the original is rendered by the question word *чому* in translation, cf. *The reasons humans started kissing* (16 Aug 21) – *Чому люди цілуються, а тварини – ні* (16 Aug 21). Furthermore, the headlines feature the connection of logos with belongingness and

love need referred by utterances *humans started kissing* – *люди цілуються* with an opposition of humans to animals *люди цілуються, а тварини – ні* in the translation.

Unlike the previous example, the next pair of headlines expresses logos by question words *what* – *чого* both in the original and translation, cf. *What Putin really wants from Biden* (14 June 21) – *Чого Путін насправді хоче від Байдена* (14 June 21). Appeal to logos is followed by the reputation need represented by reference to the Russian and US leaders: *Путін – Putin, Байден – Biden*. The use of politicians' last names denotes their high global status with the surname of the Russian president being foregrounded to reflect his dominance.

Conclusions. The analysis of this year's headlines on the BBC's news sites in English and Ukrainian reveals that they fall into two groups: *straight*, evoking two or three human needs, and *combined* evoking logos by grammaticalized means and human needs by naming units. It is aimed at covering the largest readership possible.

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LOGIC OF INTERACTION OF POETRY AND MUSIC IN MADRIGAL «TAUCHE DEINE FURCHT» BY PAUL HINDEMITH

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Introduction. The interaction of the musical and philological aspects in P. Hindemith's work can be seen on the example of his third madrigal «*Tauche deine Furcht*» / «*Drown your fear*», where the three-part principle inherent in the rhyming of the lines may have been perceived by the composer in the formation of the form-scheme of the composition [1]. P. Hindemith dedicated the cycle "12 madrigals" to the memory of J. Weinhaber, impressed by his poetics and terrible fate. Therefore, a memorial message is felt in the music of each madrigal. This problem is not widespread in modern musicology. When researching, one can rely on P. Kiselev's dissertation "Choral creativity of Paul Hindemith" and V. Kholopova's book "Forms of Musical Works". **Purpose of work.** The purpose of this research is to characterize the specificity of the synthesis of poetry and music in the third madrigal by P. Hindemith from the cycle «12 madrigals». **Subject of work.** Synthesis of poetry and music in the madrigal «*Tauche deine Furcht*». **Object of work.** Cycle «12 madrigals» by P. Hindemith. **Materials and methods.** To achieve the goal and solve

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